PERFORMANCE

1985.08.23 Bowie And Jagger Video Tours 5,000 Movie Screens, Performance, Christopher McKinnon

Bowie And Jagger Video 'Tours' 5,000 Movie Screens

by Christopher McKinnon

LOS ANGELES: Recently (Aug. 23), in support of the reintroduction of the 1-800-LIVE-AID number Music Motions of New York, with the corporate sponsorship of Eastman-Kodak, started distribution of the David Bowie-Mick Jagger *Dancing In The Streets* short music film for a five week run in over 5,000 screens nationwide. Preceding the clip, which Music Motions tags as *Music Zaps*, is a Kodak supplied photographic remembrance of the Live Aid concert July 13, 1985. It has computer manipulated stills of the concert with a voice-over urging continued donations to stop world hunger The stills segue into the clip which was first seen during the live telecast. It is basically a performance piece of Mick and David doing a stagey rendition of the old Martha and the Vandellas tune on a deserted street in nighttime London. This ends with the 800-LIVE-AID number supered over black with the voice-over reminding viewers that they can call 24 hours a day. The total length with the bumpers comes in at around four minutes.

Jackie Lau at Rogers and Cowan Public Relations in New York explained that the original clip was done because it wasn't possible for Bowie and Jagger to do the duet trans-Atlantically while Bowie was in London and Jagger in Philadelphia for the Live Aid Concert. The video was produced by Jaqui Byford and directed by David Mallet for MGMM in London and premiered during the Live Aid telecast. A slight re-edit was done for the theatres to add two shots that make the film version different than the video clip now airing on MTV and other outlets. Sound will be flat mono dolby and cinemascope.

Pamela Hemming, vice president of advertising promotion at Music Motions, estimated that the film short will play on more than 5,000 screens in approximately 2,000 theatres in the U.S. and Canada. Tom Hayes, president of Music Motions, felt that the short will play with all feature releases that are compatible with music clips and in several chains such as Plitt, Washington Circle, Consolidated, SUWFI and others. There are significant radio and retail tie-ins. Radio advertising will urge listeners to see the film short along with the feature and a possible mention of the 800 number Posters for the record in stores will tout the local theatrical release, and posters in theatre lobbies will cross promote the local retailer and radio station.

Michael Domican of West Nally Inc. in New York stated that his company originally brought two of the four corporate sponsors to the Live Aid event, AT&T and Kodak. "Kodak was very pleased by their involvement with the concert and wanted to continue the effort in some way. First to keep the spirit of Live Aid alive, second to inspire direct aid by keeping the 800 number in the public awareness, and third indirect donations by promoting the sale of the 'Dancing In The Streets' single." All profits from the sale of the EMI-America 7-inch and 12-inch single will go to the Live Aid cause.

West Nally specializes in bringing Fortune 500 member firms to sponsor international events and since 1981 their music division has been involved at the interface of sponsors and concert events. The clip was a perfect match having been shot on 35mm Kodak stock and projected on their film stock in theatres. Tom Levy, head of public relations for Kodak in Rochester, is quoted as saying, "Besides the obvious humanitarian reasons, the movie-going audience of upwardly mobile young adults uses still film and we want our potential customers to associate Kodak with events such as Live Aid and fun clips like 'Dancing In The Streets. Kodak staff photographers shot the stills which precede the clip and Kodak is underwriting the complete cost of distributing the short film to theatres through Music Motions.

Steve Ryan of Telemarketing Corp. of America, now the exclusive 800-vendor said AT&T estimated that 250,000 attempts to dial the Live Aid 800 number were made after the concert when it was disconnected for several days. There will be several activities including the "Dancing In The Streets" promotion to let those people and others know that they can still make contributions to the Live Aid Foundation to help alleviate famine in Africa. Telemarketing is giving the Foundation a special per-call rate and will probably maintain the number until at least the end of the year.

Music Motions' most recent success of placing music shorts in theatres was the Warner Bros. clip of A-ha *Take On Me*. The original 35mm negative was re-cut for theatrical release and sound was re-mixed for Dolby 4 channel surround sound. It was released on more than 1,000 screens with such box office hits as "Mad Max Beyond Thunderdome," "Back To The Future," "Weird Science," and re-release of "E.T." Last year's successes included Carly Simon's short film of her song *It Happens Everyday* which was produced exclusively for theatrical release. In both cases, the Norwegian group A-ha, who haven't toured the U.S. as of yet, and Carly Simon, who hadn't toured for more than four years, the film clip has replaced touring as a means of keeping the performers in the public eye. The extended animated clip of A-ha will actually build excitement for an upcoming tour Some of the clips that Music Motions has distributed and promoted, such as Jermaine Jackson's *Dynamite*, Twisted Sister's *We're Not Gonna Take It*, Rick Springfield's *Bop 'Til You Drop*, Barbra Streisand's *Emotion*, Sade's *Smooth Operator*, Kool & The Gang's *Misled*, and Ricky Skagg's *Country Boy*, have been seen on other outlets, but the 40-foot projection in theatres is an exclusive of Music Motions. The company currently offers two plans to theatres, one is a sponsored Music Zap underwritten by corporations and given to the theatre for free, and the other plan is a $225 per month per screen rental. Included in the package are camera-ready advertising "snipes" and posters. Music Motions figures an average viewer's per month per screen total of 24,000. Based on that count, times the 5,000 screens estimated for *Dancing In The Streets* for five weeks, the total audience for the clip may reach 150 million. ●